McLaren HEALTH CARE

Instructions:
1. Complete one Marketing Form for EACH requested print piece.
2. Send all Copies of Form to the Marketing Department
3. Material that is presented to the public must be approved by Marketing.

Project Number: _____

MARKETING REQUEST

DEPARTMENT # REQUESTING MATERIALS: _____ **DEPARTMENT # TO BE CHARGED:** _____

PLEASE USE BALLPOINT PEN AND PRESS HARD FOR DUPLICATION	CONTACT NAME & PHONE NUMBER:	DATE REQUESTED:	DATE REQUIRED:

PROJECT TITLE (MUST Include form number if applicable):

QUANTITY:

Price Quote Needed: ☐ YES

DELIVER TO: (To insure accurate delivery include building address and/or department, specify person):

☐ Graphics call client when project is completed; client will picked up

CUSTOMER, PLEASE SELECT ALL OPTIONS NEEDED:

- **If a current piece exists, attach a sample with order.**
- **If the project is new, text must by typed without formatting in Microsoft Word and sent to the Marketing Department via disk, cd or email.**

PROJECT TYPE:

FLYER:	BLACK AND WHITE	COLOR	PDF FOR WEB
BROCHURE:	BLACK AND WHITE	COLOR	PDF FOR WEB
NEWSLETTER:	BLACK AND WHITE	COLOR	PDF FOR WEB

☐ **ENVELOPES:** → **AVAILABLE SIZES (OTHERS ORDER ONLINE):**
☐ BLACK INK ☐ # A7 (5 1/4 X 7 1/4) ☐ # A2 (4 3/8 X 5 3/4)
☐ FULL COLOR ☐ # 9 (3.875 X 8.875)

☐ **LETTERHEAD:** ☐ BLACK INK ☐ 2 COLOR ☐ 3 COLOR

☐ **DIRECT MAIL POSTCARD:** ☐ BLACK AND WHITE ☐ COLOR

☐ **DIRECT MAIL FLYER:** ☐ BLACK AND WHITE ☐ COLOR

☐ **POSTER:** SIZE _____ X _____ ☐ MOUNTED ON FOAM CORE CLC: ☐ BLK ☐ W

☐ **DISPLAY:** SIZE _____ X _____ ☐ MOUNTED ON FOAM CORE CLC: ☐ BLK ☐ W

☐ **LAMINATION:** ☐ THIN ☐ THICK

☐ **PRESENTATIONS:** ☐ POWERPOINT ☐ KEYNOTE MEDIA MADE: ☐ DVD ☐ CD

☐ **PHOTOGRAPHY:** *(IF ORDERING PHOTOGRAPHY, PLEASE CALL A MARKETING REPRESENTATIVE)*
☐ VIDEO ☐ PHOTOGRAPHS

☐ **ADVERTISEMENT:** SIZE _____ X _____
☐ BLACK AND WHITE ☐ SPOT COLOR ☐ FULL COLOR
FORMAT: ☐ PDF ☐ EPS ☐ TIFF ☐ JPEG

☐ **MEDIA RELEASE**

☐ **INTRO. CARD:** HEADER: _____

PHOTO SCHEDULED: ☐ YES, DATE: _____ ☐ NO

☐ **OTHER:** _____

ADDITIONAL INSTRUCTIONS FOR THE ART DEPARTMENT:

SPECIAL FINISHING INSTRUCTIONS FOR THE GRAPHICS DEPARTMENT:

PRINTING OPTIONS: ☐ REGULAR PAPER ☐ CARD STOCK COLOR: _____ CARBONLESS: ☐ 2 PART ☐ 3 PART ☐ 4 PART ☐ 5 PART
☐ 1 SIDED ☐ 2 SIDED (Double-sided) ☐ Tumble ☐ Stapled ☐ Drilled: ☐ 3 Holes ☐ 5 Holes

WHITE - Marketing **CANARY** - Art Department **PINK** - Client Requesting Project

MARKETING USE ONLY

Date Rec'd in Marketing: ____/____/____ Received By: _____

File Name: _____ File Located: _____ ☐ Marketing Folder: Incoming Jobs